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# Inside Information

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## USDA INFO OFFICE CHANGES ANNOUNCED

Changes in the organizational structure of USDA's Office of Governmental & Public Affairs have been announced by Assistant Secretary Wilmer (Vinegar Bend) Mizell. The unit has been divided into three major groups--Office of Information, Office of Intergovernmental Affairs and Office of Congressional Relations.

The Office of Information will be directed by Earl G. Cox, currently acting director of information and former director of information for the Department of Labor.

Cox has named two deputy directors--one for current information and one for publishing and visual communications.

Claude W. Gifford will serve as deputy director for publishing and visual communications and Stan W. Prochaska will be acting deputy director for current information.

Under the current information deputy will report the News Division, Radio-Television Division and Special Programs Division.

Under the publishing/visuals deputy will report the Publications Division, Design Division, Photography Division and Video-Film Division.

Those named to head the seven divisions, in an acting capacity, are: Design--George Baka; News--Ray Schleeter; Photography--Byron Schumaker; Publications--Nelson Fitton; Radio-Television--James Johnson; Special Programs--Theodore Crane; and Video-Film--Larry Quinn.

Leora Day will direct the Office of Intergovernmental Affairs and Tom Kay will direct the Office of Congressional Relations.

Other minor changes in the Office of Information will be reflected in an upcoming revision of the publication, "How to Get Information from USDA."

The Office of Information is responsible for maintaining the flow of information and providing liaison between USDA and the mass communications media and the public.

The office directs and coordinates public information work of the various USDA agencies and has final review of news releases, broadcast materials, publications, visuals and other information materials, and provides departmental coordination of responses under the Freedom of Information Act.

## TWO SOUTHERN COMMUNICATOR POSITIONS OPEN

Auburn University has announced plans to fill a vacant experiment station editorial position and the University of Georgia has a position open for an Extension Service news editor.

The Auburn position is with the Alabama Agricultural Experiment Station. It involves three major areas of responsibility: Editing of research papers and reports, production of printed research publications and working with station research staff in planning and preparation of reports.

A master's degree is required, with at least one degree in technical journalism or a related field that provides formal training in technical editing and communications.

Applicants must have a minimum of three years of experience in agricultural experiment stations or other research-related agricultural institutions.

Applications must be received by February 15 to be considered, and must be accompanied by a list of three references and a resume of professional background and education.

Direct applications, or requests for additional information, to R. E. Stevenson, Editor, Alabama Agricultural Experiment Station, 101 Comer Hall, Auburn University, Auburn, AL 36849, or call (205) 826-4877.

The Georgia position is with the Extension Communications Department, but headquartered at Statesboro in southern Georgia.

Major responsibilities include writing and editing news and feature articles for newspapers and magazines, planning and making photographs for use in print media and assisting with general communications program of the Georgia Extension Service.

A master's degree in journalism or closely related discipline is preferred. Applicants with bachelor's degree and relevant professional experience will be considered.

Newspaper, magazine or related experience in writing for the news media is required. Ability to set up and make appropriate photographs for use in newspapers and other print media also is required.

Applications, with transcripts, must be submitted by March 1.

Send applications, or inquiries, to Randall Cofer, Head, Communications Department, Cooperative Extension Service, University of Georgia, Athens, GA 20602. Cofer's Dialcom electronic mailbox is AGS603, or call (404) 542-2561.

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CORNELL ADDS COMMUNICATOR TO STAFF

J. Paul Yarbrough, former professor of journalism and mass communications at Iowa State University, has joined the Department of Communication Arts in Cornell University's New York State College of Agriculture & Life Sciences.

He will teach mass communications and provide leadership for the new Cornell Rural Communication Research Program.

Yarbrough is recognized as the leading scientist in agricultural and extension communication.

His recent research has been on communication structures and functions in rural areas, and the impact of new communication technologies on the use of science knowledge in the agriculture and food industries.

He received a B.S. degree from the University of Georgia, and M.S. and Ph.D. degrees from Iowa State University. He remained on the faculty at Iowa State for 16 years.

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## ATLANTA AG COMMUNICATORS NAME OFFICERS

The Metro Atlanta Ag Communicators (Georgia) recently held elections for 1983 officers.

Connie Crunkleton, regional information director for USDA's Agricultural Marketing Service, was elected president of the new organization.

Valera Jesse, information officer with the Georgia Department of Agriculture, was named treasurer.

Vice president of the group is Bill Agerton, public relations director for the Phosphate & Potash Institute, and secretary is Doug Lyons, Atlanta bureau editor for U.S. NEWS & WORLD REPORT magazine.

The new organization already has nearly 40 members who represent state, regional or national publications, state and regional trade associations, public relations firms and state and federal agricultural agencies.

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## KANSAS EXTENSION COMMUNICATORS RECOGNIZED

Three Kansas State University Extension information staff members--Kathleen Ward, Chet Unruh and Ernie Peck--were singled out for honors at the annual Kansas Cooperative Extension Service conference on the KSU campus in Manhattan a few weeks ago.

Ward, an extension news editor who has covered the 4-H beat the past four years, and Unruh, who retired last summer after more than 20 years service as extension publications editor, shared the 4-H "Good Guy" award, one of the highest compliments that 4-H gives to professional faculty.

In making the presentation, Dale Apel, head of 4-H programs at KSU, lauded Ward's willingness to tackle any assignment, adding fresh, new ideas.

Ward initiated a host of new approaches, including a youth news service, designed to get subteens interested in reading newspapers and magazines.

The news service, containing information on young people, has been used by daily and weekly newspapers as well as high school newspapers.

Ward also developed a horse photography training session for the annual state 4-H horse project leaders as well as a long list of other program promotional pieces.

Unruh was known as a "miracle worker" in publications because of his knack for pushing through quality publications that couldn't be done, according to Apel.

"Most of his contributions are virtually unknown to the public, but you would be hard-pressed to think of any present extension staff member who has had more of a positive influence on Kansas 4-H programs, or by more Kansas 4-Hers and leaders and agents in the 20 years he was on the editorial staff," Apel said.

Peck became one of only a handful of state specialists ever to receive a purple county agents' jacket from the Kansas County Agricultural Agents Association.

Peck was cited for service above and beyond the call of duty in preparing a slide-tape set used to invite county agents from across the nation to attend the 1983 National Association of County Agricultural Agents' annual convention in Wichita, Kans.

Another slide-tape set developed by Peck three years ago was instrumental in attracting the 1983 convention to Wichita.

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## SPEAKES TO ADDRESS NAGC LUNCHEON MEETING

Larry Speakes, the President's principal deputy press secretary, will talk to National Capital Chapter members of the National Association of Government Communicators at their first luncheon meeting of 1983.

Speakes will elaborate on what is the most challenging and difficult communicator's position in the country.

The luncheon will be held Friday, January 28, at the Yacht Club in Washington, D.C. Fee for members is \$12 and nonmembers \$15.

For further details and reservations, call 524-5476 or 524-0303.

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## MIZELL TO MEET WITH ACE GROUP

USDA Assistant Secretary for Governmental and Public Affairs Wilmer Mizell will speak at a meeting of the Washington, D.C., Region of the Agricultural Communicators in Education.

Mizell will meet with the ACE members and colleagues at 2 p.m., Wednesday, January 26, in Room 107-A of the USDA Administration Building.

Agricultural communicators in the Washington, D.C., area have been invited to attend the session to meet and hear Assistant Secretary Mizell.

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## FORMER USDA COMMUNICATOR RETIRES (AGAIN)

Maurice L. (Duke) DuMars has retired--again.

A longtime USDA communicator, DuMars retired the first time as director of information for USDA's Agricultural Stabilization & Conservation Service in 1969. He surfaced a few weeks later as director of information for the National Rural Electric Cooperative Associations.

He retired from that job about eight years later, only to join E.A. Jaenke & Associates. DuMars took a three-month sabbatical late in 1982 to give fulltime retirement a try (he says it works fine).

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## VERMONTERS TO MAKE ELECTRONIC HISTORY

Citizens of Vermont will have an opportunity to make history next month by testifying at a U.S. Senate agriculture subcommittee hearing without leaving their homes.

The Senate Agriculture Subcommittee on Rural Development has scheduled a hearing Feb. 14 at the Vermont Educational Television studio in Colchester, and ETV plans a live broadcast of the proceedings.

The hearing will focus on all aspects of rural life, including farm issues, economic development, transportation, housing, crime and jobs.

It will be the first time in history television viewers will be able to watch a Senate hearing on television, then testify and comment by telephone.

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to Stan Prochaska, Actg. Dep. Dir. for Current Information, Room 458-A, U.S. Department of Agriculture, Washington, DC 20250, to AGR002 mailbox on the Dialcom electronic mail system, or call (202) 447-7454.